



**THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES BY
TABUNG HAJI TO ATTRACT CUSTOMERS IN JASIN**

SALWAH BINTI ABDULLAH

2000133616

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

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LETTER OF TRANSMITTAL

Salwah Binti Abdullah
Bachelor of Business Administration (Hons) (Marketing)
Faculty of Business and Management
Universiti Teknologi MARA
Malacca Campus

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Puan Aminah Mohd Abbas
Project Advisor
Faculty of Business and Management
Universiti Teknologi MARA
Malacca Campus

Dear Madam,

Submission of Project Paper

The above matter is referred.

Enclosed herewith is my final project paper entitled **"The Effectiveness of Promotional Strategies made by Tabung Haji to attract customers in Jasin "** for your kind perusal.

I hope that this project paper will fulfill the requirements of the faculty of Business and Management, Universiti Teknologi MARA. I would like to express my greatest appreciation for your guidance, advice and support rendered during the entire preparation of this project paper.

Your kindness to accept the thesis is highly appreciated.

Thank you.

Yours sincerely,



Salwah Binti Abdullah

- c.c i. Course Tutor
 ii. Second Examiner

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ABSTRACT

Promotion is very important to many organizations. A good promotion may promise a good feedback from the customers towards the product and services offered. This project paper is to assess promotion strategies done by *Tabung Haji* Jasin, in Malacca.

The objective of this research is to identify the effectiveness of promotional strategies by *TH* in promoting their product and services and to find out customer's awareness towards *TH's* products and services. Thus, recommendations are included in this project paper in order to help *TH* to increase the effectiveness of the promotions activities and create customers awareness towards the product and services.

In getting relevant data, 60 questionnaires were distributed to the selected respondents. The respondents are customers of *TH* from Jasin district. Data collected were analyzed by using the Statistical Package for Social Science (SPSS) program. The analysis includes the frequency, cross tabulation, and correlation.

Several limitations were faced in completing this study. The sampling size is small compared to the actual populations of *TH* depositors for Jasin District. Therefore, to obtain the correct sample size may required more times and effort which is beyond researcher capabilities and time frame given.